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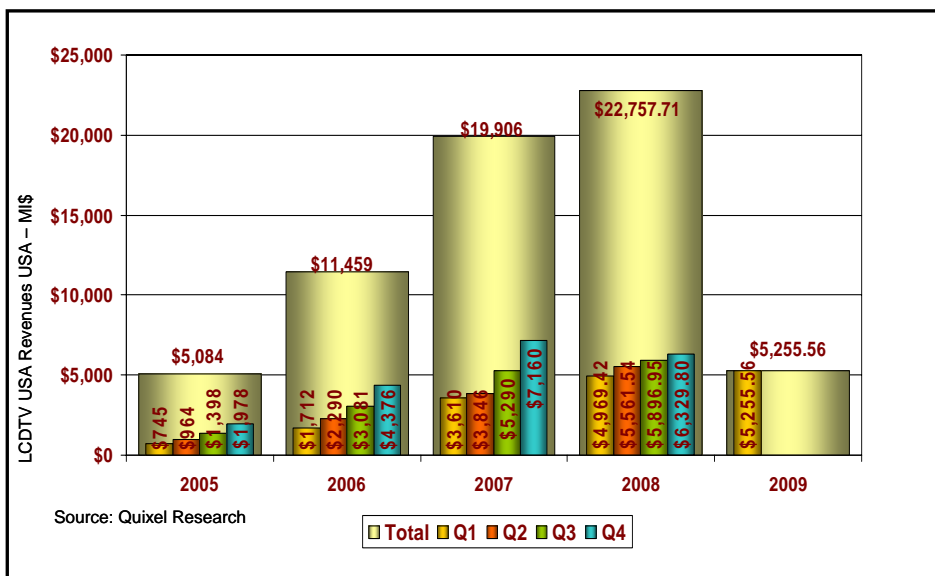
FOR IMMEDIATE RELEASE

USA LCDTV: Consumers Still Want Their LCDTVs
Seasonal Decline Q2Q but Up 39% Y2Y

Portland, OR – May 18, 2009. For Immediate Release: Economic woes didn't throttle USA LCDTV sales with volumes up dramatically year-to-year. Quixel Research's recently published *LCDTV Market Review* revealed that the overall LCDTV market grew 39 percent in units compared to Q1 2008 results. "It was quite an impressive show of the category's overall strength," stated Tamaryn Pratt, Quixel Research's principal. "It appears that with or without significant disposable income, consumers will still open their wallets specifically for LCDTVs. It was the only mainstream display technology to post overall growth in either volume or value year-to-year." Revenues for the LCDTV category were \$5.2B in Q1 2009 or up 6 percent compared to Q1 2008 results of \$4.9B. Fast falling ASPs during the past 12 months, especially in larger screen sized models, capped growth for the category.

Due to seasonal factors, Q1 2009 quarterly results showed the LCDTV category down 15% in units compared to Q4 2008. Values for Q1 2009 declined 17% quarter-to-quarter when compared to Q4 2008 revenues of \$6.3B.

Connected LCDTVs, or sets with some internet, widget or RSS functionality, were another bright spot for the category in Q1 2009, kicking off 2009 with a stellar quarter-to-quarter unit increase of 9%. Quixel Research's projections for the USA LCDTV market in units show the category increasing out to 2012.



About Quixel Research

Quixel Research provides market research services covering the consumer market for advanced TVs. The company details the state of the current market, future trends, and pending technology shifts as well as extensive primary research, providing insights into the opinions and attitudes of consumers. For more information about Quixel Research, visit our website at www.quixelresearch.com.